

What Can I Do With My Major?

Applied Communication,
Leadership and Culture



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Why Study ACLC at UPEI?

The ACLC program connects a liberal arts education to the world outside of an academic setting by integrating soft and technical skill sets into an array of traditional and experiential coursework. Leadership, writing and digital literacy are foundational components of the program and small program cohorts allow students to work closely with faculty and work on a wide variety of projects.

Adapted from
www.upei.ca/programs/applied-communication-leadership-and-culture



Career Possibilities

Some careers may require further education

- Alumni and Development Officer
- Brand Manager
- Exhibit Designer
- Fundraiser
- Information Specialist or Librarian
- Market Research Analyst
- Meeting/Event Planner



Career Possibilities

Some careers may require further education

- Public Relations Coordinator
- Reporter or Broadcast News Analyst
- Reviewer or Critic
- Sales Representative
- Social Media Content Creator
- Teacher
- Writer and Author



Top Transferable Skills

Communication: Use written, visual, and verbal communication channels to clearly synthesize information, present different viewpoints, explain processes and concepts, and demonstrate creativity.

Research & Analysis: Analyze and reflect on concepts, gather information and compare and contrast data to think critically, interpret, measure impacts and evaluate results.



Top Transferable Skills

Organization: Work independently and as part of a team within deadlines to meet project outcomes creatively and efficiently.

Interpersonal: Identify needs of individuals, groups, and mass audiences, understand institutional and cultural values, and work as a team member to build better relationships.



ACLC Related Resources

[Association of Canadian Publishers](#)

[Canadian Communication Association](#)

[Canadian Student Leadership Association](#)

[History of Canadian Broadcasting](#)

[The Canadian Public Relations Society](#)

[Women in Communications and Technology](#)

Thanks For Reading!

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